

Guide to Better Service



PENNSYLVANIA
LIQUOR
CONTROL
BOARD

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TO THE NEW EMPLOYEE

The Pennsylvania Liquor Control Board welcomes you as a member of its organization and hopes you will find your work pleasant and interesting.

As a clerk in the State Stores, you will be the representative of this Board to the public. Since most purchasers have little or no other personal contact with the system, their opinion of the Liquor Control Board will be influenced almost entirely by the attitude of yourself and the other State Store employees they know and with whom they deal.

We want our patrons to feel they are genuinely welcome in our stores, that we are glad to serve them and to answer their questions about merchandise and services. The more complete your training, the better equipped you will be to meet your obligations.

The information contained in this booklet will help you obtain a background of basic knowledge of your job. More comprehensive training will be given you as quickly as possible.

SERVICE TO THE PUBLIC

Customer Approach

To deserve the goodwill of the public is of the utmost importance. It is best gained by giving cheerful, competent service in clean attractive stores.

Customers must be waited on promptly and pleasantly. Always approach them rather than have them come to you. Greet them with 'Good Morning' (Afternoon or Evening). Ask, 'May I

help you?' When the sale is completed, say 'Thank You.' If engaged in other duties at the counter, stop such work when customers enter and be prepared to serve them. If additional help is needed at the counter for better service, ask your Manager for that help.

Should a customer be difficult in his attitude, always remain courteous and patient. If situations arise which you cannot handle, call the Manager before such incidents get out of control. Discourtesy, for any reason, is inexcusable. Tact and courtesy are necessary attributes to cultivate.

Never underestimate a customer's purchasing power. It will please him to be offered merchandise of higher value. Therefore, when discussing the price range of a class of merchandise, mention the highest price of the group first, such as, 'Vermouth is priced from \$2.07 down.'

Knowledge of Store Stock

You will be able to give more intelligent and efficient service if you are thoroughly familiar with all the types of merchandise carried in the store and with its location in the bins. A study of the Price List will inform you of the variety of our stock and an examination of the bin arrangement in the store will quickly show where the various types are kept.

If a sales bin is empty, check the inventory stock cards before telling the customer the item is out of stock as there may be more in reserve. If there is no stock of the item, then suggest the same brand in a different size, if available, or refer the customer to the display of similar items, or hand him a Price List open at the

place where such merchandise is listed and suggest he make another selection.

Merchandise Services

If an item carried on the Price List is not regularly stocked in your store, tell the customer it can be obtained for him. Use the Customer Request For Stock Merchandise form which is available at the counter to insure that the item is obtained for him.

If you have requests for merchandise not carried on the Price List but available from the producer, such merchandise can be ordered in case quantities by means of a Special Liquor Order. The procedure to follow in this event will be explained by your Manager.

Retail Case Discount

Retail customers are allowed a discount of five per cent on the following purchases:

- Wines: 4 gallons or 6 half-gallons or 12 bottles or 24 half-bottles. These wines must all be the same price.
- Cordials: 6 bottles or 12 half-bottles or 12 pints. These cordials must all be the same price.
- All Other Merchandise Except Alcohol: 12 fifths or 12 quarts or 24 pints or 48 half-pints. This merchandise must all be the same code.

Sales of this type are called Retail Case Sales and the method of handling them will be explained by the Manager. When a customer buys a

half case or more of an item, it would be well to call the case-discount feature to his attention as he may wish to increase his purchase to earn this discount. Always offer to take case merchandise to the customer's car.

Brand Recommendation Forbidden

Avoid showing brand preference in the sale of merchandise. The customer should select the brand he wants and our merchandise displays and printed Price Lists make this an easy matter.

Although you are not to show preference in the sale of brands, you are expected to assist the customer who is uncertain as to what he wants or who asks for informatiin about merchandise.

Packaging Merchandise

To prevent breakage, always package merchandise in such manner that bottles do not come in direct contact with one another. If a customer requests packaging in some special manner, this should be done to his satisfaction.

If merchandise is broken while in the customer's custody, no credit can be allowed. Such broken bottles should not be kept in the store but be disposed of outside.

Counterfeit Money

Be alert for counterfeit money. If doubtful currency is presented to you, do not remove it from the customer's sight but have the Manager come to your register to verify the genuineness of the money.

Exchange of Merchandise

Should a customer wish to exchange merchandise purchased in our stores, refer such request to the Manager until such time as your training and experience qualifies you to handle these transactions yourself.

Customer Purchases Left in Store

If a customer has bought merchandise but for some reason wants to leave it in the store, this can be done only at the customer's risk.

Alcohol

Ethyl Alcohol is stocked in all stores. Any person legally qualified to purchase liquor at retail may purchase alcohol at retail and the sale is made in the same manner as that of other merchandise. Holders of Wholesale Alcohol Purchase Permits may purchase alcohol at net wholesale permittee prices as given in the Master Price List. Holders of Wholesale Liquor Purchase Permits may not purchase alcohol at discount.

Retail liquor licensees may purchase merchandise, except alcohol or half-pints of whiskey or brandy, at a special licensee discount. To earn the discount, their orders must total at least \$13.20 in retail value.

Licensee Purchases

Licensee orders are written up on a Wholesale Liquor Order Form. Your Manager will instruct you in the preparation of this form and in the recording of the sale. Assembling of the merchandise and its delivery to the licensee must be carefully checked according to the procedure

established by the Manager. Only the licensee or his authorized agent is permitted to take delivery of the merchandise. It is a part of good service to help the licensee load his purchases in his car.

Checks may be accepted for licensee purchases if the licensee is not one from whom the Board has withdrawn this privilege. Such checks must be drawn on the bank account of the licensed establishment and made payable to the Commonwealth of Pennsylvania. If the licensee is an individual, his personal check may be accepted. Examine all checks to see that they are properly drawn and correctly dated. Dishonored checks will result in the imposition of a penalty upon the licensee. For this reason, you are not permitted to write any portion of a licensee check. Before depositing checks with the Manager, they should be imprinted on the front with a rubber stamp, provided for the purpose, and entries made thereon as to date, store number and licensee number.

Minors and Inebriates

It is unlawful to sell a person who has not yet reached the age of 21 years. For this reason, it is very important that you look at your customers carefully. If you doubt that the customer is of legal age, you must not sell him until he furnishes sufficient proof that he is 21 years old. Be certain that such proof applies to the person presenting it and is not borrowed for the occasion.

The law does not permit sales to anyone visibly intoxicated. You must be alert to your responsibility in this respect and be able to differentiate between the person who has had something to drink and one who has had too much to drink.

COMPLETING THE RETAIL SALE

Sale Procedure

Experience has shown that the following procedure in completing a retail sale will minimize errors:

1. Look at your customer to verify his age and sobriety.
2. Obtain the merchandise ordered and, if more than one bottle, list the codes and prices of the items on a scratch pad and total the order.
3. Tell the customer the amount due.
4. Acknowledge to the customer, in clearly audible tone, the amount of the bill tendered by him as, for instance, "\$8.95 out of \$10.00".
5. Place the customer's money on the change plate of the register.
6. Ring the code number and price of each item sold, using the listing key if more than one item is involved.
7. Compare the total amount rung as shown in the cash register window with the total amount of the sale as you had computed it.

8. Count silver from the change drawer from the amount of the sale to the nearest dollar, then count out any bills required to reach the amount of money the customer gave you.
9. Count change into the hand of the customer, starting with the amount of the sale and building up to the amount received from him.
10. Put the customer's money in the cash drawer and close the drawer.
11. Tear register vouchers along perforation, placing the customer's portion in the bag in which you then place his merchandise. The store's portion of register vouchers must be retained by the clerk for accounting purposes. When more than one bottle is sold to a customer, check register vouchers against the individual bottles to verify that you charged for each of them.

Errors in Making Change

If a mistake is made in giving change or if there is any question about the change given, always call the Manager before making any adjustment. Cash drawers are to be opened only for making a sale or upon the Manager's request.

Errors in Recording a Sale

If an error is made in registering a sale, call the Manager who will void the incorrect voucher before the sale is registered again.

Cash Drawer Responsibility

Only the person to whom a cash drawer is assigned is permitted to ring sales on it as he is responsible for its contents. Keys are provided for locking your cash drawer when you are temporarily absent from the counter.

Amount of Cash in Register Drawer

An adequate supply of change should be kept in the cash drawer so that you do not have to interrupt service in busy periods for purchasing change. Excess money must be removed periodically from your cash drawer and deposited with the Manager who will give a receipt for it.

When your register assignment is completed, remove your cash drawer to the rear of the store where you will count your money and give it to the Manager.

HANDLING MERCHANDISE

Code Number Verification

Every item of merchandise has been assigned a code number which appears on the shipping carton and on the sales bin. When replenishing bin stock always compare the code number of the carton with the code number on the bin to avoid errors.

Condition of Merchandise

When taking merchandise from reserve stock, the oldest stock should be used first. You can tell older stock by the lower purchase order num-

ber printed on the carton label. In unpacking cartons watch for cracked bottles, incorrect labels, defaced labels, broken seals, short contents or bottles containing excessive or unusual sediment and bring these to the Manager's attention immediately. In opening a carton, make sure that the number of bottles it contains is the same as that printed on the carton. Any difference should be called to the attention of the Manager before bottles are removed.

Breakage Prevention

To keep breakage at a minimum, handle merchandise carefully. Do not carry more bottles at a time than you can safely hold nor attempt to put more cartons on a hand truck than it is designed to carry.

State and Federal Seals

All merchandise sold through our stores must carry the Official Seal of the Board (Decalcomania Seal) and all bottles of distilled spirits and compounds containing distilled spirits must have an Internal Revenue Strip Stamp affixed over the bottle closure.

U. S. Bottled in Bond Whiskey Cartons

United States bonded whiskey cartons contain information as to serial number, date of fill, etc., on the side of the carton. This information must be destroyed when the carton is emptied. Many other items of merchandise have tax stamps affixed to the cartons and these stamps must also be destroyed when the cartons are emptied.

MISCELLANEOUS RULES

Personal Appearance

You are expected to present a clean, neat appearance and to conduct yourself with propriety at all times.

When working at the counter, male employees who are wearing conventional shirts should keep the neck buttoned and wear a tie. If wearing a sport shirt, no tie is required but the shirt should be tucked in at the waist. Vests and suspenders are permitted if a coat is also worn. Polo shirts, tee shirts or sweat shirts are not considered suitable counter apparel.

Female employees should avoid garments that are not business-like in appearance or suitable for the work required.

Use of Alcoholic Beverages

The consumption of alcoholic beverages on the premises is strictly forbidden. Any employee who should report for duty, or be on duty, while showing any evidence of recent consumption of such beverages shall be immediately suspended from duty and his future status be determined by the Board.

Conduct

Gambling, profanity, unbecoming talk or boisterous conduct are prohibited on the store premises. Smoking is permitted in the rear of store but never at the counter or in the front part of the store.

Restricted Activities

The Liquor Code forbids employes of the Liquor Control Board to be directly or indirectly interested or engaged in any other business or undertaking dealing in liquor, alcohol or malt or brewed beverages as an employe, owner, agent or in any other capacity.

Political activity by classified employes is restricted by the State Civil Service law under Section 904 entitled "Prohibition of Political Activity." If you have any doubt as to the legality of an outside interest, ask your Supervisor about it.

Gratuities

You are not permitted to accept tips or gratuities from vendors nor are you permitted to communicate with vendors or vendors' agents about any matter. •

Location of Assignment

An effort has been made to offer you work in a location near your home. However, you may be transferred to any store in the same county as your residence if the need arises.

Pay Checks

An unavoidable delay is usually encountered in the arrival of a new employe's first pay check due to numerous processes required in placing a new name on the payroll. This check may arrive several weeks past the due date. Subsequent pay checks will not be delayed but will be received on the fifteenth and last day of the month.

Salary Increments

Salary Increments are given according to an established schedule. These increments are given only when the employe's performance in his job meets the standards established as being satisfactory. Employes are rated periodically by their superiors on all phases of store work and these reports are used as a basis for determining whether or not an employe will be given a current increment. Increments become effective on four scheduled dates during the year: February 1, May 1, August 1 and November 1. Your increment date will be the scheduled date immediately following each completed year of service.

Promotions

Promotions are made as vacancies occur by selecting a qualified employe from the next lower grade. Your position on the promotion list is determined by your Supervisor based on his own knowledge of your performance and on reports submitted by your Manager.

Vacations

Liberal vacations are given in each year of full employment. If less than a full year is worked, the vacation allowed is in similar proportion. You may take vacation in anticipation of working until the end of the year but if you leave State Service before the year's end, you must repay the amount of the unearned vacation. Vacation due must be taken in the year in which it is earned.

Retirement System

Your employment makes you eligible to join the State Employees Retirement System. Membership in the Retirement System becomes compulsory after six months employment unless you are then 50 years of age or over in which case membership is optional. The purpose of the Retirement System is to provide annuities for employees who retire on age (60 years), physical disability (5 years), involuntary withdrawal (10 years) or length of service (25 years).

Reporting Change of Residence, etc.

Changes in residence, voting address, telephone number or dependency status should be reported to the Board promptly on forms available in the store. A female employee's change of name due to marriage should be reported by letter.

Working Hours

Time to report for work and depart from the store is determined by the Manager. The minimum hours to be worked in a week are 39. This does not include time for meals for which one-half hour is allowed. Working hours are subject to variation and in some cases you may be asked to work overtime. Overtime will be kept to a minimum. It cannot be compensated for financially or by time off. Each time you go on or off duty, the store's time sheet must be signed in ink, recording the time to the nearest five minutes. You are not to leave the store at any time without permission of the Manager.

Illness

If you cannot report for work because of illness, notify your store Manager by telephone. If unable to contact him, telephone the Supervisor or Superintendent in that order. Failure to give such notice by 10 a.m. of the first day of absence may be construed as sufficient reason to disallow leave with pay for the absence. In case of extended absence due to illness, report to your Manager at intervals so that he may keep informed of your progress toward recovery.

Absence due to illness in your immediate family that requires your presence is permissible if approved by your Supervisor. Dental appointments, eye examinations, routine visits to physicians, etc., should be arranged to coincide with your own free time. All absence due to illness must be approved by your Supervisor. Such approval is not automatic but is dependent upon the circumstances of the particular absence.

While the conscientious employe will receive generous protection against loss of pay due to illness, employes who seek to abuse the sick leave privilege will be subject to disciplinary action.

Injury

Any injury sustained by an employe while on duty must be reported to the Manager immediately. This is required to protect the employe under provisions of the Workmen's Compensation Act.

Employee Purchases

Personnel desiring to make purchases in their own store are to make such purchases through another employee. The Manager's approval must be obtained before removing packages from the store.

Responsibility for Merchandise Shortages

All employees in a store are responsible for their proportionate share of merchandise shortages when individual responsibility for such shortages cannot be determined. If excessive, the personnel may be charged for all or part of the loss. It is your duty to report to the Manager or Supervisor any irregular condition observed in the store.

Persons Permitted Behind Counter

Only store employees or authorized persons (who carry identification cards) are permitted behind the store counter. Workmen, meter readers, etc., whose business requires such entry should be accompanied by a store employee during their visits.

Manager's Orders to be Obeyed

All orders given by the Manager are to be carried out promptly unless such orders are in violation of the law or the rules and regulations of the Board.

Housekeeping Duties

The housekeeping duties in a store are so important that it is the responsibility of every store employee to do his full share in maintaining top store appearance.

Answering the Telephone

When answering the telephone in the store say "Good Morning (Afternoon or Evening), State Liquor Store, Mr. Doe speaking". If there is more than one State Liquor Store in the community, identify your store by stating its location.

Board Information not to be Divulged

Information concerning the store, its customers or the business of the Board must not be divulged.

Hold-Up Instructions

In the event of a hold-up in your store, do exactly as the robber orders. For later identification carefully observe his height, weight, clothing, distinguishing marks, etc.

Fire Extinguishers

All store employees should know where the store's fire extinguishers are located and how to use each type.

Manual of Instructions

Every store contains a Manual of Instructions covering the procedure in all phases of store operation. This manual is available to all employees for reference and study. It is recommended that you familiarize yourself with its contents.



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